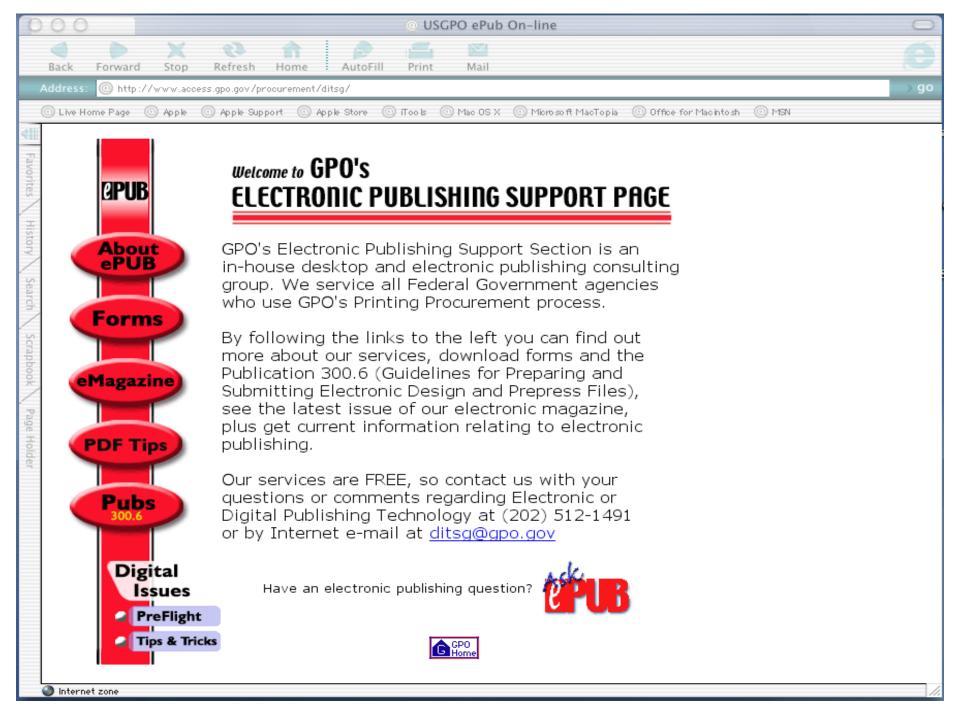
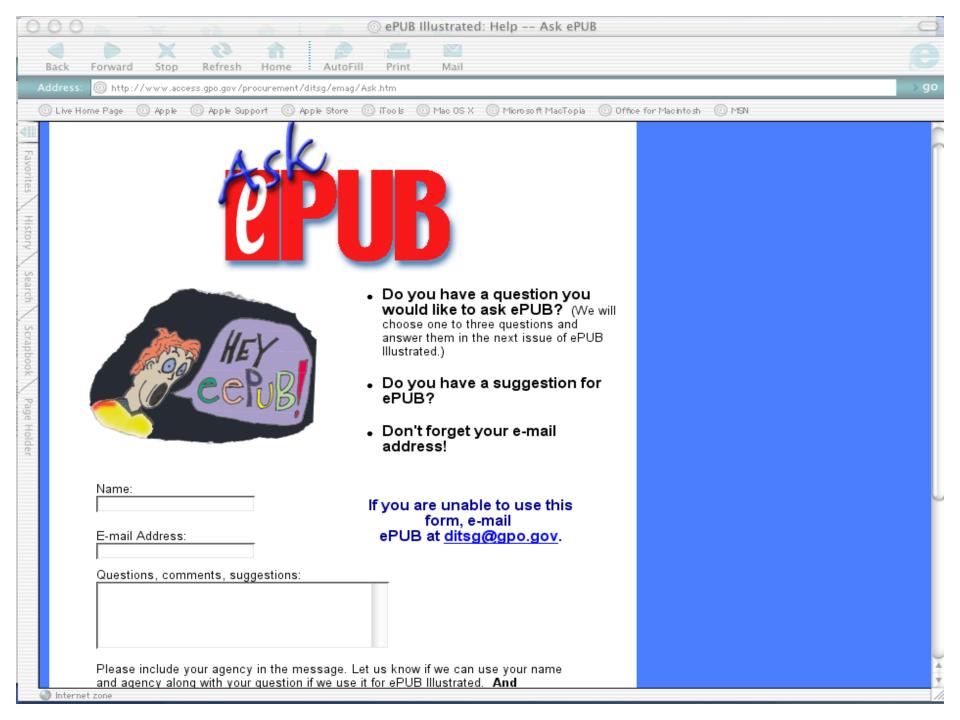
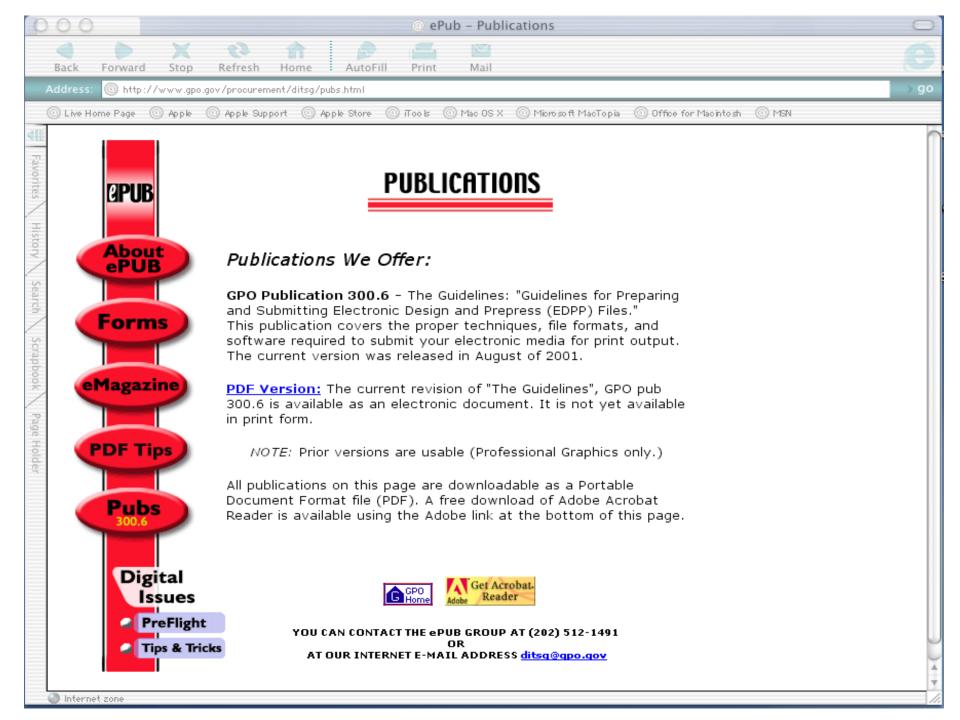
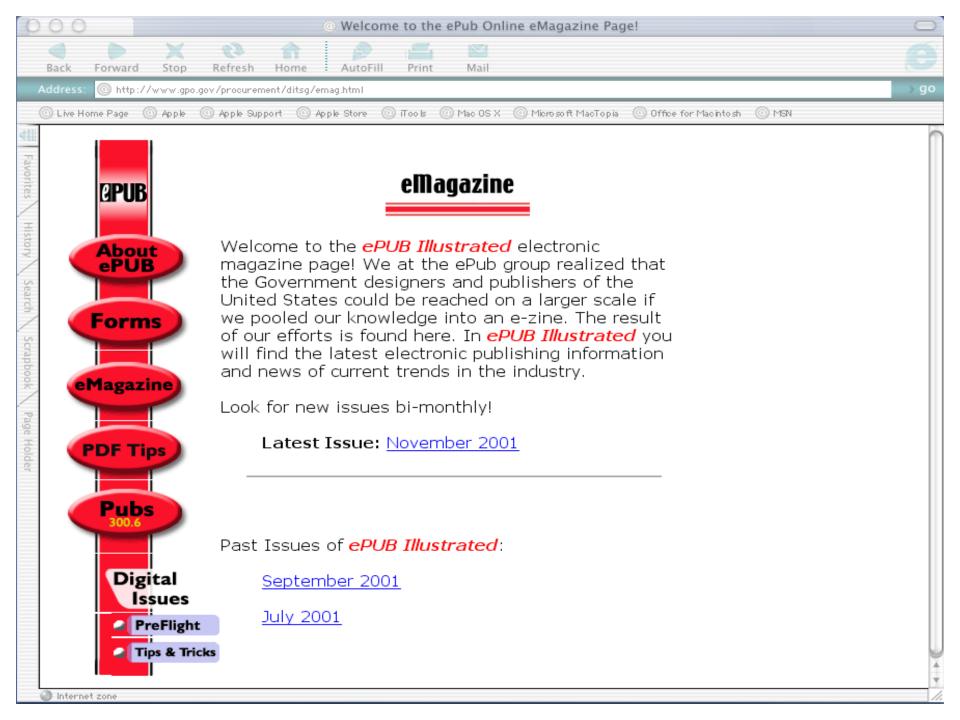
GPO'S Electronic Publishing Section ePUB

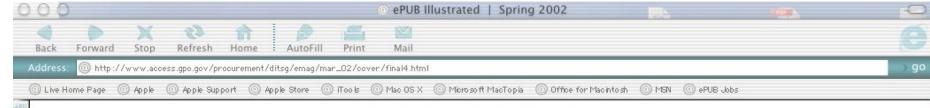
Jeff MacAfee
Section Chief













Features: Editor's Hideaway | ePUB Tip Sheet: Design by Five

Digital Tools | The Amateur Shutterbug Field Guide

<u>Digital Schmigital</u> | <u>Get Educated!</u> | <u>Q & A</u>

Office Graphic Software

- Defined
- Most common
- Professional publishing software
- When should it be used?
- Why it shouldn't be used!
- ePUB recommendations

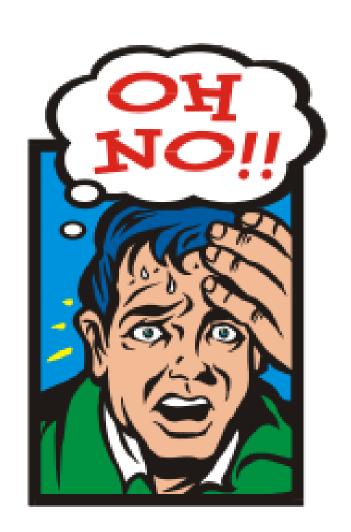


A Simple Definition

 Software packages which have been specifically developed for non-publishing tasks.

What Do We See?

- Microsoft
 - Word
 - Excel
 - PowerPoint
- Corel WordPerfect



In A Perfect World...

- InDesign
- PageMaker
- Illustrator
- Photoshop
- Macromedia
 - Freehand
- QuarkXPress

When To Use It

Word Processing

- Unformatted, black only text matter.
- A vendor can export this text into a professional page layout package.

Mailing/Distribution List

 Create address data bases saving as delimited ASCII text (comma, tab, space, etc...)

Why It Shouldn't Be Used

- Color
- Page Integrity
- Non-Existent Prepress Features
- Graphic Support
- Image Creation
- Preflight
- Vendor Acceptance

Color

- Industry accepted color modes
 - CMYK (Process)
 - Pantone Matching System (PMS)
- Office Graphic applications work only in RGB color mode and there is no support for either Process or PANTONE color!

Page Integrity

- Text Reflow
 - Printer metrics
 - PCL vs. Postscript
 - Fonts

Prepress Features

- Bleeds
- Trim marks
- Color separations

Graphic Support

- .TIFF & .EPS
- Color shift
- Loss of info
- "Get info"

Image Creation

- Stroke weights
- Does not support .TIFF or .EPS
- Clip art

Preflight

 Third party software (e.g., Preflight Pro, FlightCheck) does not currently support Office Graphic files (with the exception of FlightCheck Classic which now supports Microsoft Word for Mac OS).

Vendor Acceptance

 Most contractor's work in a Mac OS environment or a more robust prepress environment.

<u>ePUB</u> <u>Recommendations</u>

- Camera Copy
- PDF
- Native Office Graphic Applications